

## **CLAIMS**

1. A removable tire side wall label, comprising:  
a label face stock having a film stiffness of between 20 to 80 mg (Gurly), and a thickness of between 0.001 and 0.008 inches;
- 5 the label face stock coated on a first side with a pressure sensitive rubber based adhesive having a thickness of between 0.001 and 0.004 inches.
2. The label of claim 1, further including:  
a barrier coating between the label face stock and the adhesive.
- 10 3. The label of claim 2 wherein the barrier coating is comprised of a polyester film.
4. The label of claim 2 wherein the barrier coating is comprised of PET.
- 15 5. The label of claim 3 wherein the barrier coating has a thickness of about 3 microns to about 15 microns.
6. The label of claim 2 wherein the barrier coating inhibits migration of mobile substances from an object and/or from the adhesive.
- 20 7. The label of claim 6 wherein the mobile substances are selected from the group consisting of oils, lubricants, plasticizers, resins, tackifiers, waxes and carbon black, aluminum compounds, sulfur compounds and combinations thereof.
- 25 8. A tire label comprising:  
a label face stock;  
an adhesive coated on a first surface of the label face stock; and  
a barrier coating between the label face stock and the adhesive.
- 30 9. The label of claim 8 wherein the barrier coating is comprised of a polyester film.
10. The label of claim 8 wherein the barrier coating is comprised of PET.
11. The label of claim 10 wherein the barrier coating has a thickness of about 3  
35 microns to about 15 microns.
12. The label of claim 8 wherein the barrier coating inhibits migration of mobile substances from an object and/or from the adhesive.

13. The label of claim 12 wherein the mobile substances are selected from the group consisting of oils, lubricants, plasticizers, resins, tackifiers, waxes and carbon black, aluminum compounds, sulfur compounds and combinations thereof.

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14. The label of claim 12 wherein the barrier coating is a material of dissimilar polarity than the mobile substances and has a molecular structure that restricts migration of the mobile substances having a low molecular weight.

10 15. The label of claim 8 further comprising an RFID tag.

16. An RFID label for a tire comprising:

a base substrate;

an RFID tag on a first surface of the base substrate;

15 an adhesive coated on a second surface of the base substrate; and

a barrier coating between the base substrate and the adhesive.

17. The label of claim 16 wherein the barrier coating is comprised of a polyester film.

20 18. The label of claim 16 wherein the barrier coating is comprised of PET.

19. The label of claim 18 wherein the barrier coating has a thickness of about 3 microns to about 15 microns.

25 20. The RFID label of claim 16 further comprising a label face stock on the first surface, wherein the RFID is sandwiched between the label face stock and the base substrate.